

JUDGE PARKER CAMPAIGN

Order #: 2390-6907 Revision #: Date: 8/22/2012

Client: Laura Parker 386th District Court/Bexar County

Media: TV

Estimate: 2390

Product: Judge Parker Campaign

Market: San Antonio

Primary Demo: Adults 35+

Flight Start Date: 10/15/2012 05:00 AM

Flight End Date: 11/11/2012 04:59 AM

Survey: DMA Nielsen Live+SD

Buyer: H. Reynolds

Separation between spots: 30

Vendor: WOAI-TV

Send Billing To: Anderson Marketing Group

7420 Blanco Road Suite 200

San Antonio, TX 78299

Phone: 210.223.6233

Fax: 210.223.9692

Contact: Crystal Kagsdale

E-Mail: crystalkagsdale@woaitv.com

Phone: 478-1042

Fax: 223-2632

Affiliation: NBC

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks	10/15	10/22	10/29	11/5	Total Spots	Adults 35+ Rtg/CPP	Women 25-54 Rtg/CPP
21	WOAI-TV MTuWThF 6:00a-7:00a NEWS 4 WOAI-6A	EM	\$400.00	30	0	3	3	0		6	2.6 \$153.85	2.3 \$173.91
22	M 10:00p-10:35p NEWS4 WOAI-10P<	LN	\$950.00	30	0	0	0	1		1	3.5 \$271.43	1.6 \$593.75
23	Su 8:00a-9:00a MEET PRESS-SUN	WK	\$400.00	30	1	0	1	0		2	1.1 \$363.64	0.4 \$1,000.00
27	MTuWThF 7:00a-9:00a TODAY SHW	EM	\$400.00	30	0	2	0	0		2	2.3 \$173.91	1.6 \$250.00
28	MTuWThF 6:30p-7:00p NEWS4 WOAI-630	EN	\$650.00	30	2	4	4	0		10	3.4 \$191.18	2.4 \$270.83
33	MTu 6:00a-7:00a NEWS 4 WOAI-6A	EM	\$400.00	30	0	0	0	1		1	2.8 \$142.86	2.4 \$166.67
34	MTu 7:00a-9:00a TODAY SHW	EM	\$400.00	30	0	0	0	1		1	2.3 \$173.91	1.6 \$250.00
35	M 6:30p-7:00p NEWS4 WOAI-630	EN	\$650.00	30	0	0	0	1		1	3.8 \$180.56	2.6 \$250.00
Total Spots:										24	68.6	50.0
Total GRP/GIMP(000):											\$188.05	\$258.00
Total CPP/CPN:												
Total Wks Cost: \$1,700.00												
\$4,600.00												
\$4,200.00												
Total Cost: \$12,900.00										24		
Station Monthly Summary												
OCT 12										12		

JUDGE PARKER CAMPAIGN

Order #: 2390-6007 Revision #: Date: 8/22/2012

Client: Laura Parker 388th District Court/Bexar County

Media: TV

Product: Judge Parker Campaign

Market: San Antonio

Primary Demo: Adults 35+

Separation between spots: 30

Estimate: 2390

Description: LAURA PARKER/TV/2012 GEN ELECTION/SA P.O. Box 2641

Flight Start Date: 10/15/2012 05:00 AM

Flight End Date: 11/11/2012 04:59 AM

Survey: DMA Nielsen Live+SD

Buyer: H. Reynolds

Contact: Crystal Regsdate

Phone: 476-1042

Fax: 223-2632

E-Mail: crystalregsdate@woai.com

Affiliation: NBC

Send Billing To: Anderson Marketing Group

7420 Blanco Road

Suite 200

San Antonio, TX 78216

Phone: 210.223.6233

Fax: 210.223.9692

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks	Total Spots	Adults 35+	Women 25-54
							Rtg/CPP	Rtg/CPP

WOAI-TV	NOV 12		\$6,600.00		10/15 10/22 10/29 11/5	12		
	Total Cost:		\$12,900.00			24		

Signature: 

Disclaimer: Anderson Mking Group is acting as the disclosed agent for the aforementioned client with whom rests financial responsibility for this insertion order. AMG becomes liable for payment only after remittance from said advertiser. Total includes 15% agency commission unless otherwise noted. This contract is cancelable on 2 weeks notice. PIs bill by standard broadcast calendar. PLEASE CONFIRM RECEIPT & ACCEPTANCE OF THIS BROADCAST ORDER BY SIGNING & FAXING BACK TO BUYER. Spots must run within scheduled flight dates & changes must be approved in advance by buyer. Spots must be rotated equally horizontally & vertically. All invoices must exactly match this broadcast order. Invoices are due on the 5th of month in duplicate. PIs send any changes or makegoods to buyer immediately. Schedule delivery will be posted & must be guaranteed at a minimum of 90% delivery. Makegood weight will be owed as soon as possible following completion of post buy or during succeeding client schedule. Ad copy will come via traffic instructions.

ORDER



WOAI-TV

Orders	Order / Rev:	51422
	Alt Order #:	
	Product Desc:	LAURA PARKER 386TH DISTRICT CO
	Estimate:	2390
	Flight Dates:	10/15/12 - 11/11/12
	Original Date / Rev:	08/23/12 / 08/23/12
	Order Type:	GENERAL

Primary AE: House Local

Sales Office: SAT

Sales Region: Local

Agency	Name:	Anderson Marketing Group
	Buying Contact:	
	Billing Contact:	
		7420 Blanco Rd, Suite 200
		San Antonio, TX 78216

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Laura Parker/Pol/Rep
	Demographic:	A35+
	Product Codes:	Local Elections
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$6,300.00	\$5,355.00
10/29/12	11/06/12	12	\$6,600.00	\$5,610.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$6,300.00	\$5,355.00	33.90
November 2012	12	\$6,600.00	\$5,610.00	34.70
Totals	24	\$12,900.00	\$10,965.00	68.60

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Local			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WOAI-TV	15%	\$12,900.00
Market	100%	\$86,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EOAI	0%	\$0.00
KABB	15%	\$12,900.00
KENS	35%	\$30,100.00
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	35%	\$30,100.00
KVAW	0%	\$0.00
KVDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	0%	\$0.00

Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1 WOAI	10/22/12	11/02/12	Local 6a News Local 6a News	CM	5:58a-7a	MTWTF--	:30	3	\$400.00	P-3	2.60	NM	6	\$2,400.00

Order / Rev: 51422
 Alt Order #:
 Flight Dates: 10/15/12 - 11/11/12

Advertiser: Laura Parker/Pol/Rep
 Product Desc: LAURA PARKER 386TH DISTRICT CO
 Estimate: 2390
 WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOAI	10/22/12	11/02/12	Local 6a News Local 6a News	CM	5:58a-7a	MTWTF--	:30	3	\$400.00	P-3	2.60	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$400.00		2.60			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$400.00		2.60			
N 2	WOAI	11/05/12	11/05/12	Late 10p News M-F Late 10p News M-F	CM	9:59p-10:35p	1-----	:30	1	\$950.00	P-3	3.50	NM	1	\$950.00
N 3	WOAI	10/21/12	11/04/12	Meet The Press Meet The Press	CM	8a-9a	-----1	:30	1	\$400.00	P-3	1.10	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$400.00		1.10			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----1					1	\$400.00		1.10			
N 4	WOAI	10/22/12	10/26/12	Today Show Today Show	CM	7a-9a	MTWTF--	:30	2	\$400.00	P-3	2.30	NM	2	\$800.00
N 5	WOAI	10/15/12	11/02/12	Local 630p News Local 6:30p News M-F	CM	6:30p-6:57p	MTWTF--	:30	4	\$650.00	P-3	3.40	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$650.00		3.40			
		Week: 10/22/12	10/28/12	MTWTF--					4	\$650.00		3.40			
		Week: 10/29/12	11/04/12	MTWTF--					4	\$650.00		3.40			
N 6	WOAI	11/05/12	11/06/12	Local 6a News Local 6a News	CM	5:58a-7a	MT-----	:30	1	\$400.00	P-3	2.80	NM	1	\$400.00
N 7	WOAI	11/05/12	11/06/12	Today Show Today Show	CM	7a-9a	MT-----	:30	1	\$400.00	P-3	2.30	NM	1	\$400.00
N 8	WOAI	11/05/12	11/05/12	Local 630p News Local 6:30p News M-F	CM	6:30p-6:57p	1-----	:30	1	\$650.00	P-3	3.60	NM	1	\$650.00
													Totals	24	\$12,900.00